

SENIOR SYSTEM CIVILIAN EVALUATION REPORT SUPPORT FORM

For use of this form, see AR 690-400; the proponent agency is ASA(M&RA)

PART I - RATEE IDENTIFICATION

a. NAME OF RATEE (Last, First, Middle Initial) _____ b. PAY PLAN, SERIES/GRADE **GS 1101 - 11** c. ORGANIZATION/INSTALLATION **Morale, Welfare, and Recreation Marketing**

PART II - RATING CHAIN - YOUR RATING CHAIN FOR THE EVALUATION PERIOD IS:

RATER	NAME	POSITION
		Director, MWR
INTERMEDIATE RATER (Optional)	NAME	POSITION
SENIOR RATER	NAME	POSITION
		USAG, COS

PART III - VERIFICATION OF FACE-TO-FACE DISCUSSION

The following face-to-face discussions of duties, responsibilities, performance objectives, standards, and accomplishments for the rating period **2001-11-01** to **2002-10-31** took place:

	DATES	RATEE INITIALS	RATER INITIALS	INTERMEDIATE RATER INITIALS	SENIOR RATER INITIALS (If used)	DATE
INITIAL	01 NOV 2001					11-16-01
MIDPOINT						

PART IV - RATEE (Complete a, b, c below for this rating period)

a. STATE YOUR SIGNIFICANT DUTIES AND RESPONSIBILITIES. DUTY TITLE IS: **MARKETING/ADVERTISING SPECIALIST**

Functions as Marketing/Advertising Specialist, for Morale, Welfare, and Recreation. Responsible to develop, implement, and execute comprehensive marketing and advertising programs for the installation Morale, Welfare, and Recreation (IMWRF) Activities. Support IMWRF programs and facility development and promotion of products and services available, with special emphasis on revenue producing activities.

b. INDICATE YOUR MAJOR PERFORMANCE OBJECTIVES/INDIVIDUAL PERFORMANCE STANDARDS

1. Increase Commercial Sponsorship and Advertising dollars by 10% from FY 01.
2. Ensure 90% of received promotional requests are done within 10 working days.
3. Hold marketing NAF expenses to 2% of overall MWR Fund revenue for FY02.
4. Assist in controlling marketing labor to NMT 2% /annual.
5. Within an MWRDS setting, serve as Marketing Team Leader as a common support service provider to all MWR activities.
6. NAF Budget variance +-10%.
7. Assist with the documentation for CAPRA Accreditation along with Program and Operation Teams by March 2002.
8. Meet weekly with Marketing staff to schedule projects and prioritize actions.
9. Meet weekly with Program Team Leader and Operations Team Leader to discuss new and existing programs and schedules.